



BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Extended Diploma in Enterprise and Entrepreneurship
Unit number and title	Unit 39: Developing an Enterprise Strategy
Learning aim(s)	D Review the feasibility of the enterprise strategy
Assignment title	Reviewing your design for an enterprise strategy
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have successfully presented your plan for an enterprise strategy to your mentor, and you have now been tasked with undertaking a full review of your strategy. This review must include why your strategy will be successful in the short, medium and long term, and identify the timeframe and key milestones.
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Task 1	Review your enterprise strategy to evaluate its suitability and to identify any future courses of action. This review must be logical and realistic. Begin by identifying the capacities and resources required to establish your enterprise successfully in your chosen market. Next, assess the importance of reviewing the feasibility of the enterprise strategy in measuring its success, and showing the benefits and risks of the enterprise. Conclude with an evaluation of why the strategy will be successful in the short, medium and long term. This evaluation should include how your perception of the enterprise strategy has changed in respect of its components, and a course of action with a supporting rationale and contingency plan.
Checklist of evidence required	● A review of your enterprise strategy ● Research log

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
39/D.D3	Evaluate why the strategy will be successful in the short, medium and long term.
39/D.M4	Assess the importance of reviewing the feasibility of the enterprise strategy.
39/D.P8	Identify the capacities and resources required to establish an enterprise successfully in its chosen markets.
Sources of information to support you with this Assignment	Websites www.s-cool.co.uk/a-level/business-studies This free revision website has resources to include Business Objectives and Strategy.
Other assessment materials attached to this Assignment Brief	N/A